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Public Opinion Research ▶▶

BC This Month



Field Dates: August 12th to 14th, 2016
Sample Size: n=600; MoE ±4.0%

Methodology

- This survey was conducted , from August 12th to 14th, 2016 by live calls to landline and cell telephones among 600 randomly-selected British Columbia residents, 18 years of age and older.
- Only one respondent per household was eligible to complete this survey. The final sample includes both landline and cell phone respondents, so that individuals who don't have a landline are represented.
- The sample has been weighted by age, gender and region using the latest available data, 2011 Census, to reflect actual demographic composition of the population.
- The margin of error is approximately $\pm 4.0\%$, 19 times out of 20.

Note: *Graphs and tables may not always total 100% due to rounding values rather than any error in data. Sums are added before rounding numbers.*

Provincial Vote

Party Vote Likelihood: BC residents are more likely to vote for the BC Liberals than for any other party⁴



In general, if you do vote, how likely are you to vote for each of the following provincial political parties? How about [PARTY]?

[asked of all respondents; n=600]



**Today's
BC Liberals**



■ Definitely vote for this party

■ Somewhat likely

■ Would never vote for this party

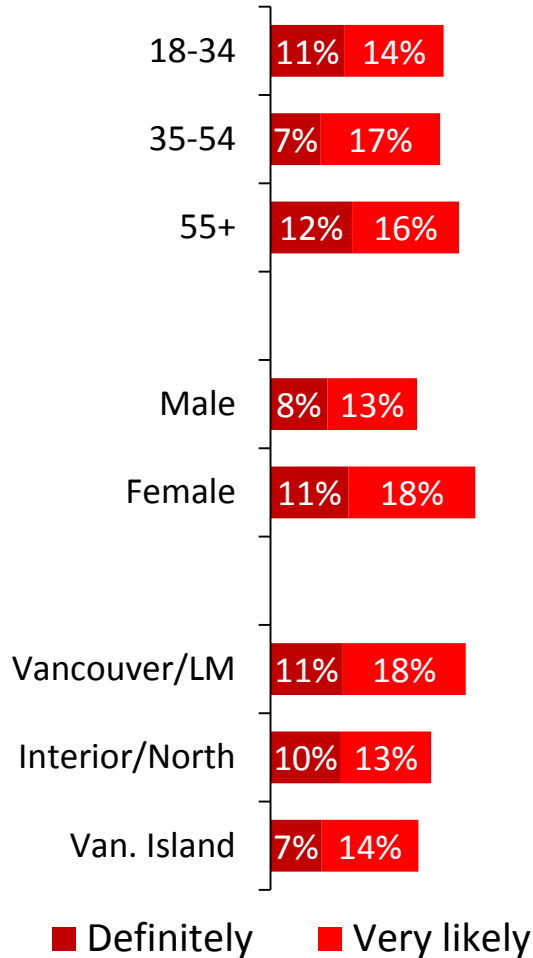
■ Very likely

■ Not very likely

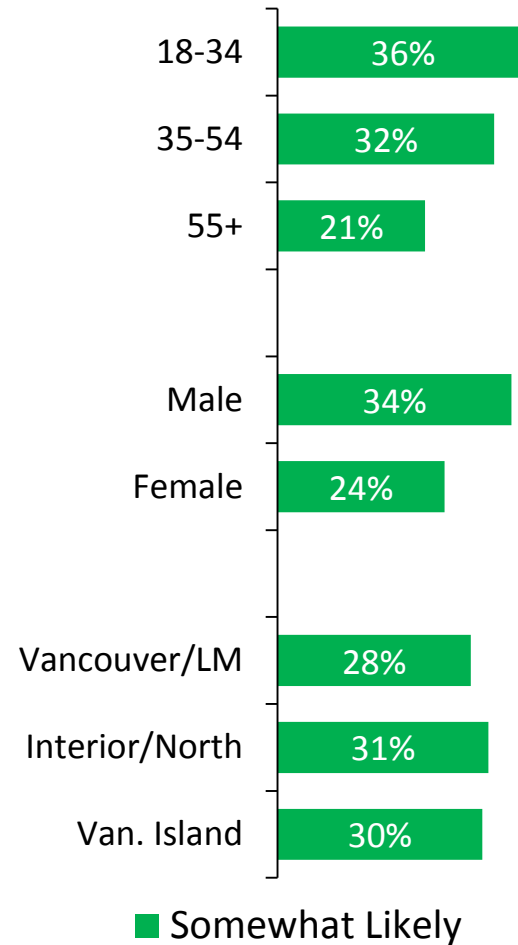
■ Don't know

Likelihood to vote BC Liberal: women and lower mainland most definite/very likely Liberal voters, younger voters say “somewhat”

Would definitely/very likely vote BC Liberal

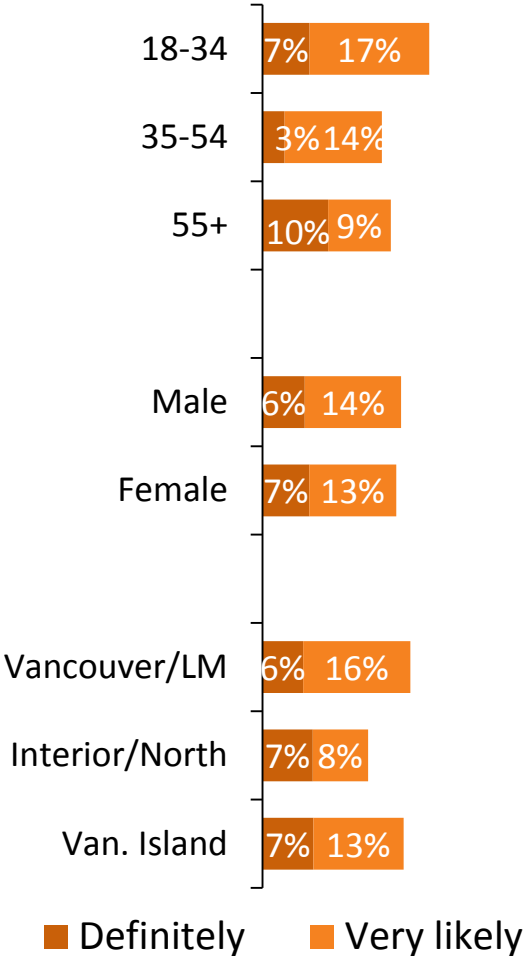


Would somewhat likely vote BC Liberal

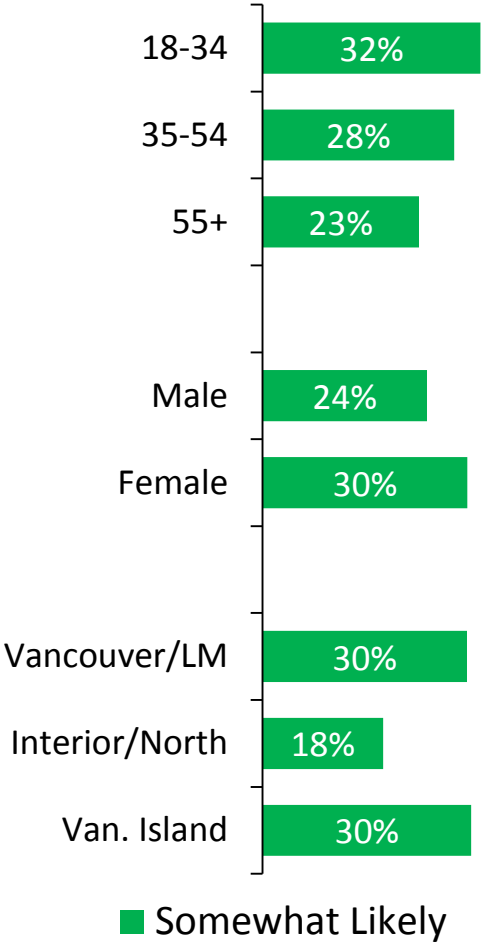


Likelihood to vote NDP: younger voters most definitely, very, and somewhat likely NDP voters, Interior/North voters least likely

Would definitely/very likely vote NDP

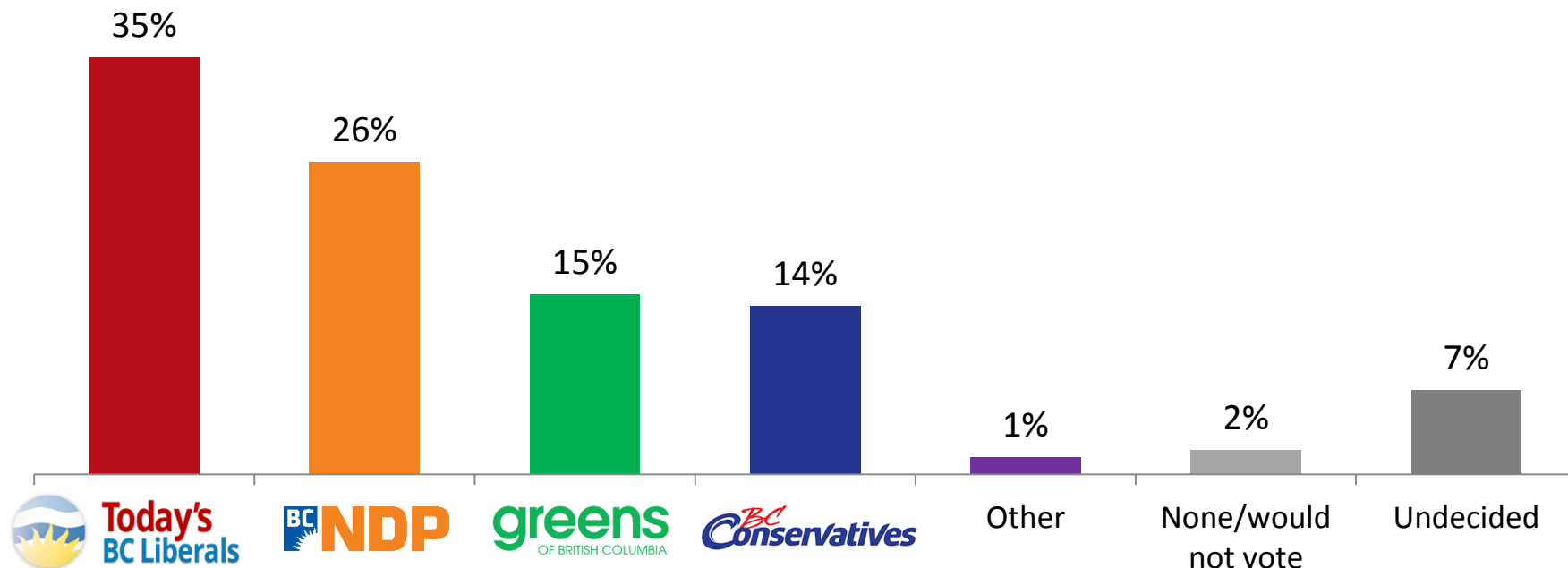


Would somewhat likely vote NDP









Provincial Vote: BC Liberals have strong lead over NDP; Greens and Conservatives are distant rivals

Q If a provincial election were held today, which party would you vote for: [RANDOMIZED] the BC Liberal Party, the BC Conservative Party, the BC New Democratic Party, the Green Party of BC, or another party?
 ... In that case, which party do you lean toward slightly? **[Vote + Lean]**
 [asked of all respondents; n=600]



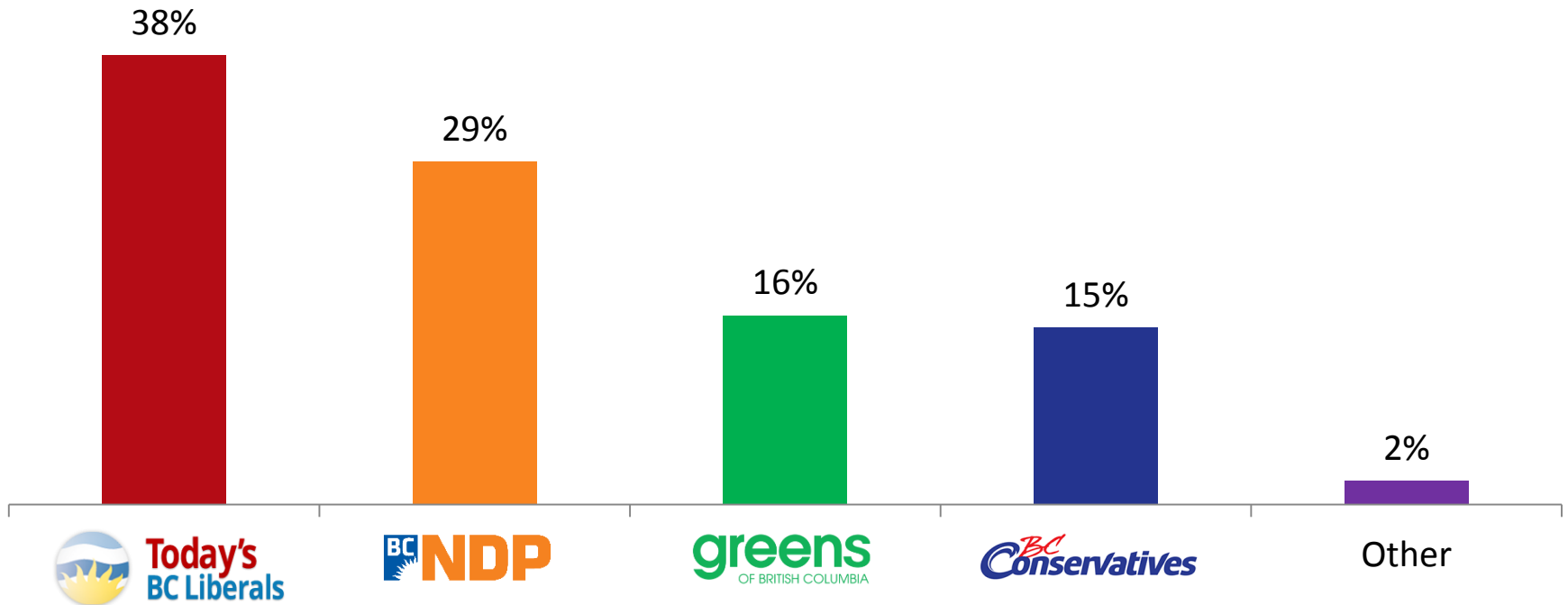
Provincial Vote by Likelihood of Party Vote: Those not likely to vote Liberal will likely vote NDP and vice versa

Q If a provincial election were held today, which party would you vote for: [RANDOMIZED] the BC Liberal Party, the BC Conservative Party, the BC New Democratic Party, the Green Party of BC, or another party?
 ... In that case, which party do you lean toward slightly? **[Vote + Lean]**
 [asked of all respondents; n=600]

						
	Definitely/ Very Likely	Somewhat Likely	Not Very/ Would Never	Definitely/ Very Likely	Somewhat Likely	Not Very/ Would Never
	84%	38%	3%	14%	30%	48%
	5%	20%	45%	72%	35%	2%
	7%	17%	19%	9%	19%	15%
	3%	14%	21%	2%	6%	25%
Other	1%	1%	2%	1%	1%	1%
None/Would not vote	0%	0%	5%	0%	0%	4%
Undecided	1%	10%	4%	1%	9%	4%

Provincial Decided Vote: BC Liberals have 9 point lead over NDP; Greens and Conservatives far behind

Q If a provincial election were held today, which party would you vote for: [RANDOMIZED] the BC Liberal Party, the BC Conservative Party, the BC New Democratic Party, the Green Party of BC, or another party? ... In that case, which party do you lean toward slightly? In that case, which party's candidate do you lean toward slightly? **[Decided Vote]**
[n=545]



Issue Priorities

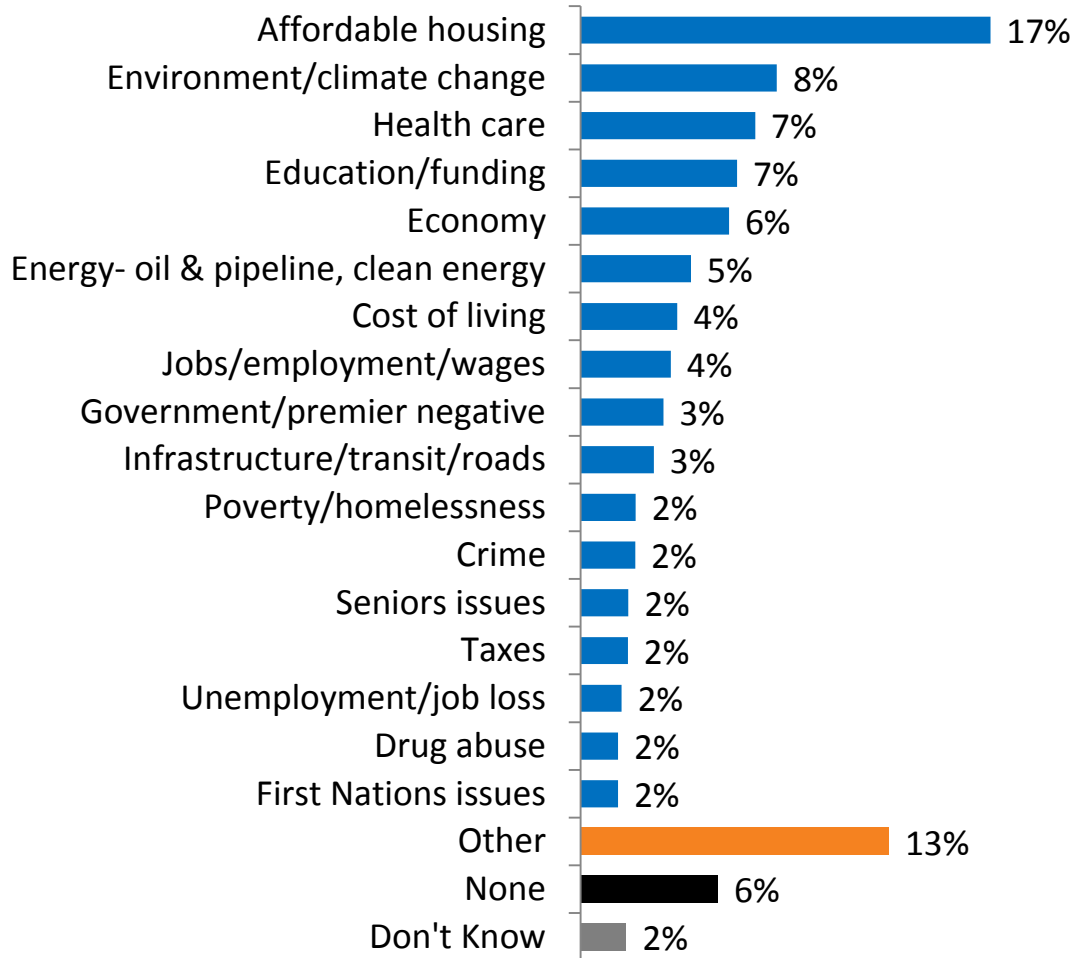
Top Provincial Issues, Open-ended: Affordable housing tops TOM mentions, followed by environment and health care ¹¹

TOM mentions, followed by environment and health care



What is the most important issue facing people like you in your province?

[asked of all respondents; open-ended question; n=600]



Note: Only responses larger than 1% are shown. 'Bad respondent' (1%) not shown

Top Provincial Issues, Open-ended: Affordable housing tops list of every voter segment



	TOTAL	Definitely/ Very Likely	Somewhat Likely	Not Very/ Would Never	Definitely/ Very Likely	Somewhat Likely	Not Very/ Would Never
Affordable housing	17%	18%	14%	19%	24%	18%	14%
Environment/climate change	8%	4%	11%	8%	11%	9%	7%
Health care	7%	6%	10%	6%	4%	9%	8%
Education/funding	7%	8%	5%	7%	9%	7%	5%
Economy	6%	9%	8%	3%	3%	4%	9%
Energy- oil & pipeline, clean energy	5%	3%	5%	6%	8%	4%	4%
Cost of living	4%	3%	3%	5%	3%	4%	5%
Jobs/employment/wages	4%	4%	4%	4%	4%	4%	3%
Government/premier negative	3%	1%	2%	5%	3%	3%	4%
Infrastructure/transit/roads	3%	7%	1%	2%	5%	3%	2%
Poverty/homelessness	2%	5%	3%	1%	4%	2%	2%
Crime	2%	3%	2%	2%	3%	1%	3%
Taxes	2%	2%	2%	2%	2%	1%	2%
Seniors issues	2%	1%	1%	3%	3%	1%	2%
Unemployment/job loss	2%	2%	1%	2%	1%	1%	2%
Drug abuse	2%	2%	1%	2%	0%	2%	2%

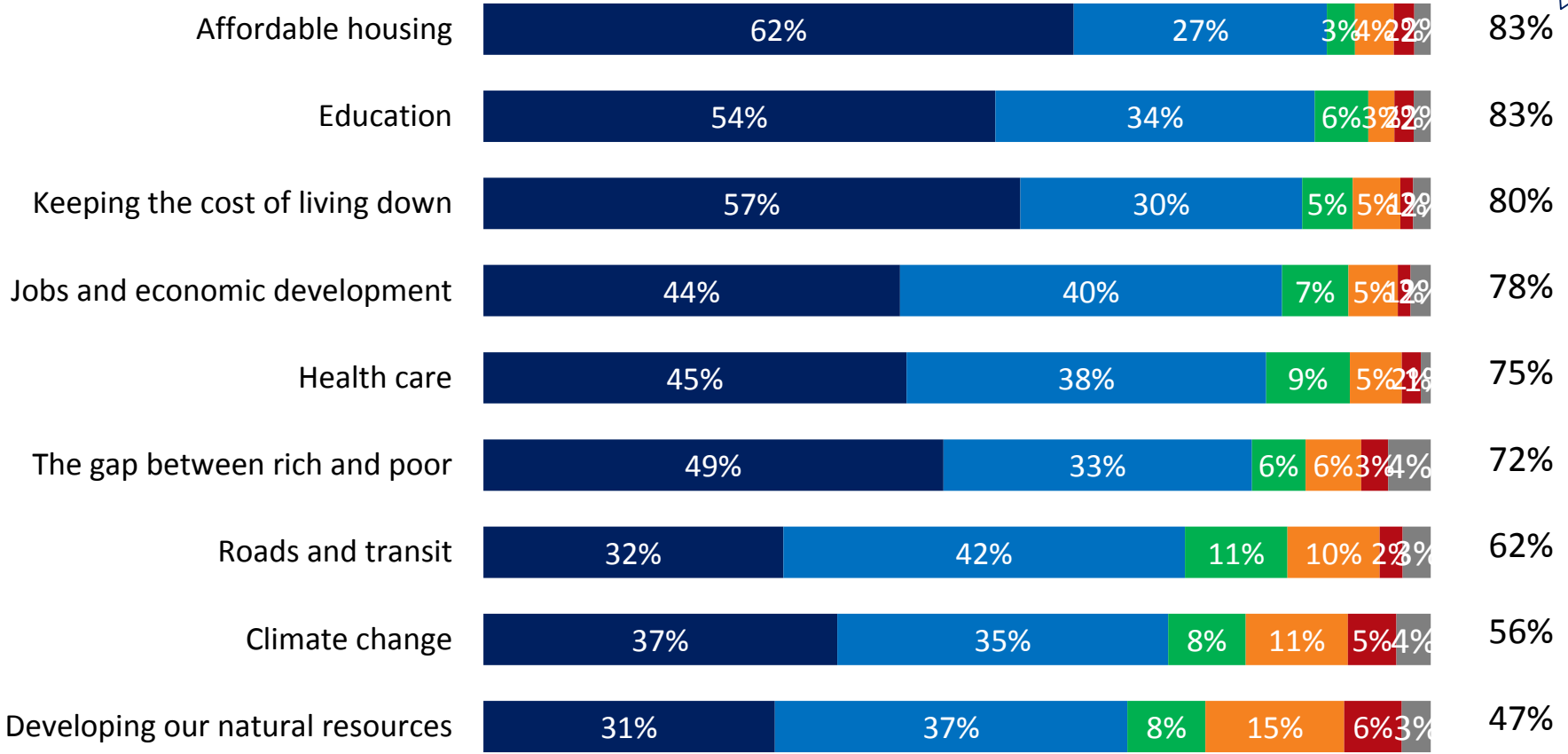
[Other, Don't know, and 'Bad respondent' not shown due to space limitations]

Provincial Issue Priorities: Affordable housing and education top list of issues that need more government effort

Q There are a number of issues people feel the provincial government should make top priority. I am going to read you a list of issues, and for each issue I'd like you to tell me if you think the provincial government should be doing a lot more, somewhat more, somewhat less, or a lot less on that particular issue.

[asked of all respondents; n=600]

Net "More"



■ A lot more ■ Somewhat more ■ The same ■ Somewhat less ■ A lot less ■ Don't know

Provincial Issue Priorities: In all segments, at least half want the gov't to put *a lot more* effort into affordable housing



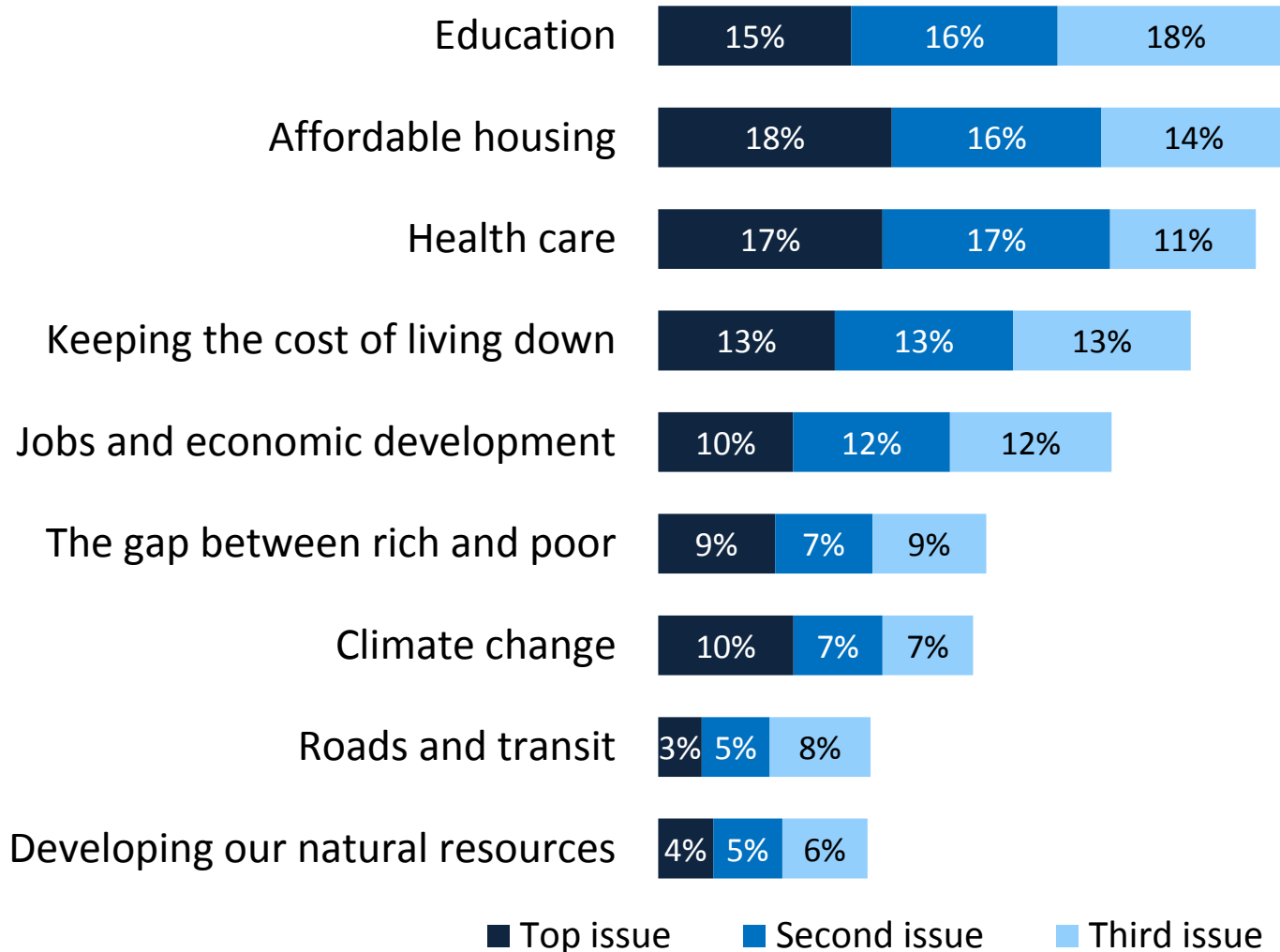
ISSUES	Definitely/ Very Likely	Somewhat Likely	Not Very/ Would Never	Definitely/ Very Likely	Somewhat Likely	Not Very/ Would Never
	% "should be doing a lot more"					
Affordable housing	59%	57%	67%	74%	70%	51%
Education	42%	53%	62%	62%	55%	49%
Keeping the cost of living down	53%	60%	57%	64%	55%	55%
Jobs and economic development	43%	38%	48%	43%	41%	45%
Health care	37%	44%	49%	41%	44%	45%
The gap between rich and poor	46%	42%	53%	64%	51%	39%
Roads and transit	32%	26%	35%	31%	28%	33%
Climate change	33%	39%	38%	52%	38%	29%
Developing our natural resources	38%	26%	31%	24%	29%	36%

Top Provincial Issues, Ranked: Education, affordable housing, and health care seen as top ranked issues



Looking at the list of provincial issues below, which is the most important issue to you? And which is the next most important? And which is the next most important?

[asked of all respondents; n=600]



Provincial Issue Ranking: NDP voter segment most likely to feel 'affordable housing' is the top issue



Today's
BC Liberals



ISSUES	Definitely/ Very Likely	Somewhat Likely	Not Very/ Would Never	Definitely/ Very Likely	Somewhat Likely	Not Very/ Would Never
	% "1 st , 2 nd or 3 rd priority"					
Education	41%	52%	49%	50%	48%	46%
Affordable housing	45%	45%	50%	54%	55%	40%
Health care	47%	45%	44%	39%	45%	47%
Keeping the cost of living down	38%	44%	36%	36%	38%	40%
Jobs and economic development	49%	34%	26%	23%	30%	42%
The gap between rich and poor	21%	23%	26%	36%	27%	18%
Climate change	18%	25%	26%	33%	23%	19%
Roads and Transit	15%	16%	17%	12%	18%	17%
Developing our natural resources	20%	14%	16%	14%	12%	20%

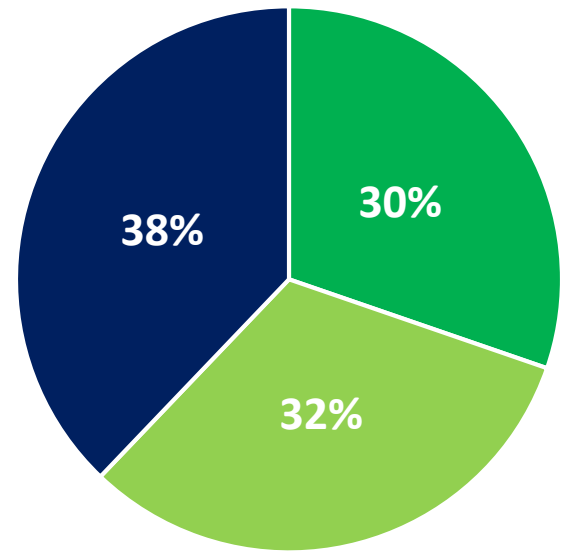
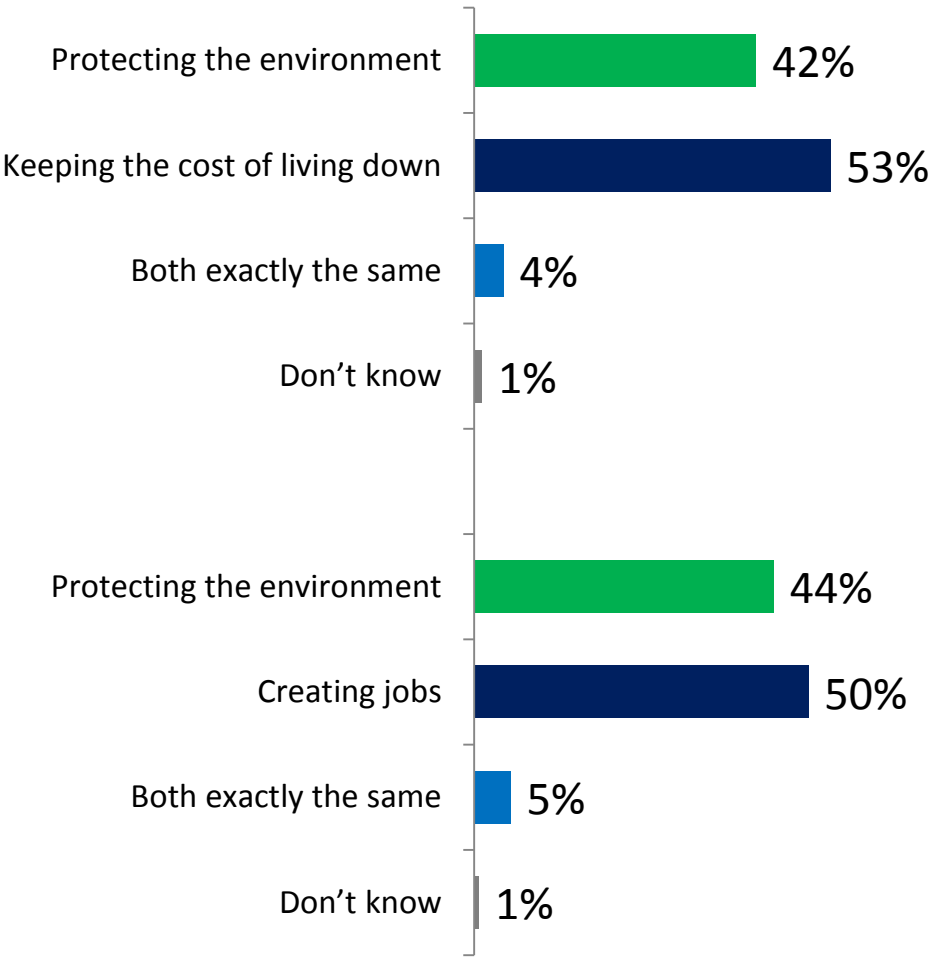
Value Trade Offs

Priorities: At least half choose creating jobs (50%) or keeping the cost of living down (53%) over protecting the environment¹⁸



Sometimes when governments make policy decisions, they have to choose between two important priorities. I would like to ask you which would be your top priority if you had to choose between two important goals. Which of the following do you feel should be the top priority at this time?

[asked of all respondents; n=600]



■ Always choose environment
■ Mixed
■ Cost of Living and Jobs over Environment

Environment vs. Jobs and Cost of Living: No voter segment is consistently on one side or the other of green debate



ISSUES	Today's BC Liberals			BC NDP		
	Definitely/ Very Likely	Somewhat Likely	Not Very/ Would Never	Definitely/ Very Likely	Somewhat Likely	Not Very/ Would Never
<i>Choice between key priorities: environment vs. cost of living or jobs</i>						
Always choose environment	25%	30%	36%	42%	37%	23%
Mixed	28%	35%	31%	29%	29%	33%
Cost of living and jobs over environment	47%	35%	34%	29%	33%	44%



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